

## CONTRACT



WREG-TV  
803 Channel 3 Drive  
Memphis, TN 38103  
(901)543-2333

www.wreg.com

And:

Archer Malmo  
Attention: Susan Rogers  
65 Union Ave  
Suite 500  
Memphis, TN 38103

<u>Contract / Revision</u> 586608 /		<u>Alt Order #</u>
<u>Product</u> Cohen for Congress		
<u>Contract Dates</u> 11/03/12 - 11/05/12	<u>Estimate #</u> 1561	
<u>Advertiser</u> Cohen, Steve/D/Congress		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
<u>IDB#</u> 660	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	METRC	11/05/12	11/05/12	WREG-TV First News @ 4pm	4-5pm		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$150.00			
2	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$350.00			
3	METRC	11/03/12	11/03/12	WREG-TV News 3 @ 6pm	5-6:30pm		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$150.00			
E 4	METRC	11/04/12	11/04/12	WREG-TV News 3 @ 5pm	5-6pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	METRC	10/29/12-11/04/12	WREG-TV News 3 @ 5pm	5-6pm	-----S-	:30		<del>\$200.00</del>	NM		
			See MG 4.2, 4.3									
	2	METRC	11/03/12-11/03/12	News Channel 3 Daybreak	6-9am	-----Sa--	:30		\$100.00	NM		
			MG for 4.1 11/04									
	3	METRC	11/04/12-11/04/12	WREG-TV News 3 Daybreak	6-8am	-----S-	:30		\$100.00	NM		
			MG for 4.1 11/04									
<b>Totals</b>											5	\$850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	5	\$850.00	\$722.50
<b>Totals</b>	5	\$850.00	\$722.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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